

## PRESS RELEASE

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### **SOCIETE GENERALE PRIVATE BANKING APPOINTS A REGIONAL CHIEF INVESTMENT OFFICER FOR MIDDLE EAST**

Societe Generale Private Banking has appointed Philippe Boutron as Regional Chief Investment Officer (CIO) for Middle East. Philippe Boutron will report to Eddy Abramo, Chief Executive Officer for Middle East, Societe Generale Private Banking.

Philippe Boutron will lead the Investment Strategy implementation and will chair the local Asset Allocation Committee. He will also be responsible for developing and managing the local Investment products & services offering dedicated to Middle East clients.

Philippe Boutron, 40, began his career with Societe Generale in 1993 within the French Retail Banking network, where he held different marketing and business development positions. In 1999, he joined Societe Generale Asset Management to be Portfolio Manager within the Wealth Management Division. In 2005, he joined Societe Generale Private Banking as Investment Process Manager. In 2007, Philippe Boutron was appointed Head of Investment Strategy for Societe Generale Private Banking.

A French national, Philippe Boutron holds two Masters of Science in Finance and Portfolio Management from the Clermont-Ferrand University and is a graduate of Toulouse Business School. Philippe is also a Certified EFFAS Financial Analyst (European Federation of Financial Analyst Societies).

Present in the Middle East since 2006, Societe Generale Private Banking has offices in Dubai, Abu Dhabi and Bahrain. It was rated "The best investment advisory service" in 2010 by Banker Middle East magazine, which clearly demonstrates the ability of its teams to develop innovative tailored solutions that meets the expectations of wealthy and highly demanding clientele.

### **Societe Generale**

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Its 156,000 employees\* based in 85 countries accompany more than 33 million individual clients as well as corporate and institutional customers throughout the world on a daily basis. The Group offers advice and services to its clients in three core businesses:

- Retail banking in France with the Societe Generale branch network, Credit du Nord and Boursorama
- International retail banking, with a presence in Central and Eastern Europe and Russia, in the Mediterranean basin, in Sub-Saharan Africa, in Asia and in the French Overseas Territories
- Corporate and investment banking with a global expertise in investment banking, financing and global markets.

Societe Generale is also a significant player in specialised financing and insurance, private banking, asset management and securities services.

Societe Generale is included in the international socially-responsible investment indices: FTSE4good and ASPI.  
[www.societegenerale.com](http://www.societegenerale.com)

*\* including employees of Société Marseillaise de Crédit acquired in September 2010 by Crédit du Nord*

### **Societe Generale Private Banking**

Societe Generale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks worldwide, with EUR 84.5 billion of assets under management at the end of December 2010.

With 2,800 staff in 20 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros.

Societe Generale Private Banking's offering includes international wealth planning and fiduciary services (trust and tax planning), a global expertise in structured products, hedge funds, mutual and private equity funds, real estate investment solutions and access to capital markets.

In 2011, Societe Generale Private Banking was rewarded with the titles of 'Best Private Bank in Western Europe for its offer in Structured Products' and 'Best Private Bank in France' (Euromoney).

[www.privatebanking.societegenerale.com](http://www.privatebanking.societegenerale.com)

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